

Solutions To Improve The Effective University-Business Cooperation At Hung Vuong University, Phu Tho Province

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Abstract – Hung Vuong University has made remarkable progress in recent years, which has contributed to the development of Phu Tho province, the Northern mountainous region and the entire country. Such growth is resulted largely from the increased cooperation in academic training and vocational training between Hung Vuong University and enterprises. Within this article, the author focuses on proposing solutions to improve the effective cooperation between Hung Vuong University and enterprises in order to increase the quality of training, connect theory and practice, and better meet workforce requirements from businesses and society.

Keywords – university-enterprise, local university, Hung Vuong University

I. INTRODUCTION

The university-enterprise cooperation has been adopted in Vietnam for more than two decades and made practical contributions to schools, businesses, students and society. Despite its later adoption in Vietnam than in some countries in the world, this cooperation process has brought great success to the country's education and training and socio-economic development by narrowing the gap between university teaching and workplace practices, aiming to meet the practical needs of working capability and qualifications for employees from enterprise. Sharing the same trend nationwide, local universities, including Hung Vuong University - Phu Tho province, have transformed themselves and made significant strides in the university-enterprise cooperation.

As a multi-disciplinary public university that trains high-quality application-oriented human resources; a center for modern scientific research and advanced technology transfer that serves the cause of local and national socio-economic development, Hung Vuong University considers one of its three values that is cooperating with universities, research institutes, domestic and foreign partners for sustainable development its motto. However, the fact that this cooperation has still been in its early stages and the present situation is unstable requires a long-term, flexible and proactive strategy in this work from Hung Vuong University to serve its own growth and society-driven needs. By analyzing the collaboration between Hung Vuong University and enterprises, the author proposes some solutions to improve the effective university-enterprise cooperation at this educational institution.

II. CONTENTS

2.1. The university-enterprise cooperation at Hung Vuong University in the period of 2019 - 2022

An employment survey of graduates conducted in 2021 (data up to April 2022) by Hung Vuong University showed that the rate of employed graduates of right or related discipline was 430 out of the 483 respondents, equal to 89% (up 6% from the 83% collected in December 2020). This achievement came after Hung Vuong University had made great efforts to cooperate with employers for years. In 2021, the university's job support and business connection fair was organized more professionally with the establishment of a Student Employment Support Committee in which the Center for Training Cooperation and Communications played the leading role and the participation of leaders of specialized faculties and related departments. Among

the recruited ones, 75 students were supported and are working for companies with which Hung Vuong University has the partnership (accounting for 18%).

Hung Vuong University regularly sent inspection delegations to check on its students' internship and vocational training process at its partner companies in the academic years of 2018 - 2019, 2019 - 2020, 2021 - 2022. For example: students of the Culture and Tourism discipline joined vocational training at restaurants, hotels and resorts under the management of the Song Hong Thu Do Group, etc. In 2019 and 2020, the school mainly focused on giving its students counseling and job support. However, in 2021 and 2022, a visible change in its awareness and activities was observed with the first priority given to business connections which then would serve as a basis for student employment support. It can be seen that the university-enterprise cooperation has been paid more attention in the last two years.

Due to the epidemic situation in 2021, the school held an Online Job Fair for the first time and received positive feedback from businesses, partners and students. The fair was participated by some 50 companies that represented 7 training disciplines given by the university; it offered hundreds of vacancies with attractive incomes. Due to epidemic outbreaks, a number of business field trips were also organized online such as the online Career Opportunities with Ajinomoto Vietnam extracurricular program that enabled students to be aware of the company's production process and working environment and provided them with professional orientations and necessary professional skills for their future careers.

The school's faculties and student employment support and counseling unit coordinated with state agencies, businesses, and recruitment organizations to regularly provide career counseling for students in need. The active participation of these faculties is the highlight of Hung Vuong University's cooperation with businesses in 2021 compared with previous academic years. Zalo and facebook groups of students and alumni were created to regularly post recruitment information. 36 job postings were posted on the website of Hung Vuong University in 2021 for hundreds of job vacancies from major partners with more than 1000 visits.

In the academic year 2018 - 2019, Hung Vuong University collaborated with businesses and employers such as Duc Hanh BMG Group, Green School Education System, Phu Tho Provincial Young Entrepreneurs Association, AHT Service and Industrial Development JSC. , Kim Quy Co., Ltd., Phu Tho Tourism - Service - Trading JSC., Luxshare - ICT Vietnam Co., Ltd., Phu Tho DTK Co., Ltd. To enable students to have an opportunity to access their future careers, the school continued to cooperate with large and reputable companies such as the Management Board of Phu Tho Industrial Parks, Coopmart, and Onsen Fuji Company Group JSC. in 2021, which increased the numbers of enterprises that Hung Vuong University is in collaboration with and the quality of such partnerships. As of April 2022, the school signed cooperation agreements with 37 enterprises, an increase of 02 units compared to 2021 and 25 units compared to 2020.

Every year, the school collects comments from its enterprise partners about its training program and training quality. It collected opinions from 190 labor recruitment agencies in March 2021 for 29 training disciplines.

Hung Vuong University has provided and equipped students with knowledge, skills and initial basic understanding of entrepreneurship, startup ideas; organized contests for startup ideas and student start-ups. Soft skills are included in training programs and integrated into academic and extracurricular activities.

The school's Employment Support Unit has regularly connected with or learnt from other universities such as National Economics University, Dong Nai University of Technology to improve the quality of employment support activities and business connections.

In March 2021, Hung Vuong University cooperated with the Management Board of Phu Tho Industrial Parks and BYD Vietnam Electronics Co., Ltd (the largest FDI enterprise in Phu Tho province) to organize the forum "Information exchange and labor recruitment policies". This activity facilitated the school to promote the process of improving the quality of human resources to meet increasing social demands.

It can be seen that in the period of 2019 - 2022, student employment counselling and support received the close attention and directions of the Party Committee and leaders of Hung Vuong University as shown in Resolution No. NQ/DU on enhancing efficiency in job support for students. The trend of practice-oriented training has created a high social consensus. Business connection and job support serve as the basis for the University to revise and perfect its training programs, methods of learner assessment; to upgrade facilities and equipment; to adjust enrollment targets and structure of training majors; to review,

supplement and update the curriculum contents for future higher employment rates of graduates. The vast majority of its staff and lecturers are aware of the importance of business connection and job support for students to enrollment and training. In fact, Hung Vuong University is gradually becoming a reliable provider of high-quality human resources for companies in Phu Tho province and the region.

In addition to such achievements, there remain some shortcomings in and limitations to the university-enterprise cooperation at Hung Vuong University, to name a few: The training scale of some disciplines has yet to meet the needs of enterprise and employers; Connection with large and reputable enterprises has not been made to get them involved in training activities and student support; The number of large enterprises in the area is limited, mainly small and medium ones; Long-term strategic partners have not been found; A number of students remain inactive to find jobs by themselves; students have limited practical knowledge and skills; etc.

These shortcomings can be attributed to both objective and subjective factors. For objective reasons: The 2019 epidemic outbreaks altered completely the entire national education system, including Hung Vuong University; Connecting with businesses to organize seminars, conferences, training programs or refresher courses for students has also been facing lots of difficulties; all tasks weren't done as expected; Phu Tho province is an outlying area, so it is difficult to cooperate with businesses; Some disciplines are small in size; etc.

Subjective reasons include: Limited funding to organize interactive activities with partner organizations at school and faculty levels; Low quality of enrollments, inadequate knowledge of foreign languages, lack of communication skills, limited understanding of corporate culture environment and industrial working style among a small number of students; and so on.

2.2. Solutions and directions to enhance the effective university-enterprise cooperation at Hung Vuong University in the coming years

The aforementioned situation shows that the cooperation between Hung Vuong University and businesses has made remarkable progress in recent years and brought about positive effects. Attention to this work is clearly shown in the school's directions and practical implementation. However, for further improvement, it should place greater emphasis on the quality of this cooperation and collaborate with more businesses that directly employ its graduates. In the face of new reality, far-reaching impacts of the 4th industrial revolution, and the needs of the labor market, Hung Vuong University needs to keep revising and improving already employed methods and at the same time adopting new ones to better meet labor quality requirements from employers in years to come. Details are as follows:

Firstly, it is necessary to further promote the roles played by the Steering Committee, the Organizing Committee and assign their specific members the job of connecting businesses and supporting students (with faculty leaders participating in their management).

Secondly, it is necessary to improve the quality of teaching and learning, invest more in highly qualified lecturers for the purposes of qualified graduates as required by businesses. This will then greatly contribute to the school's reputation and strengthen the sustainable and long-term cooperation between Hung Vuong University and these businesses. For better quality of business connection activities and student employment support, funding needs to be given to its specialized units to organize events, exchange activities, and business connections. At the same time, all the school units must pay closer attention to and involve more in business connections and student employment support.

Thirdly, it is necessary to organize more conferences for signing cooperation agreements with businesses for various disciplines provided by the school (as reported by some faculties, some enterprises that have employed a large number of HVU students have not yet signed a cooperation agreement). Finding and connecting with major partners and strategic ones; supporting students during their internship process, creating best learning opportunities for students; calling on businesses to donate vocational training equipment to the school and sponsoring school events should also be carried out.

Fourthly, the school should coordinate with its partners organizations and enterprises to organize conferences and seminars on career guidance and employment and job fairs for students to grasp career opportunities and connect with businesses; organize training courses on soft skills, foreign languages, and informatics for students to better meet the criteria of employers. In upcoming years, the school needs to pay more attention to cooperating with large-sized influential enterprises, even foreign ones. However, the focus must still be on local businesses to promote its own strengths.

Fifthly, it is necessary to adopt modern technology for business connections and student support. Information on recruitment and employment should be systematized on the website, facebook, zalo, etc. It is also required to keep up achievements of the 4th industrial revolution in business-university links.

Sixthly, the coordination with the Training Department and faculties is needed to develop a plan for job site visits, internships, and skill training for students. Field trips to learn from business models as well as training and refresher courses should be organized to better meet the criteria of employers.

Seventh, it is necessary to update the school's website with programs on business connections and job support; provide written samples such as cover letters, recommendation letters, and soft skills-concerning documents for students.

Eighthly, upon students' graduation, the school and its partner businesses must jointly open job fair booths continuously for students to come and get a job interview.

Ninthly, it is necessary to establish a HVU alumni association to support business connection and job placement. This association will serve as a bridge between businesses and the school and provide information for students.

III. CONCLUSION

The cooperation between Hung Vuong University and businesses has enabled it to make new strides in its development to better satisfy society-driven needs for human resources and connecting theory to practice. Although it has only been adopted in the past few years, such collaboration has made significant contribution to changing the quality of training and providing graduates with job opportunities. It is also a key to solving the enrollment problem of Hung Vuong University in the context of difficult situation currently being witnessed among local universities. It can be seen that business connections produce increased outputs, create jobs for graduates, and improve the quantity and quality of inputs. In fact, in the two academic years 2020-2021 and 2021-2022, its enrolled numbers and graduates with jobs of right discipline increased compared to previous years. Drastically adopting the above solutions is one of the ways to improve the quality of cooperation between Hung Vuong University and businesses in the coming time, which then will make an important contribution to the implementation of the university's mission and serve the development of Phu Tho province and the whole country.

APPENDICES

ORGANIZATIONS AND BUSINESSES IN PARTNERSHIP WITH HUNG VUONG UNIVERSITY

| No. | Enterprise or organization | Discipline |
|------------|--|--|
| 1 | Vietinbank – Hung Vuong Branch | Economics |
| 2 | Young Entrepreneurs Association of Phu Tho Province | Economics, Foreign Languages, Engineering - Technology, Culture - Tourism, Education |
| 3 | Phu Tho Provincial Association of Small and Medium Enterprises | Economics, Foreign Languages, Technology, Culture - Tourism, Education |
| 4 | Nguyen Ngoc CMT Co., Ltd. | Engineering - Technology |
| 5 | Phu Tho Future Generation One Member Co., Ltd. | Engineering - Technology, Economics |
| 6 | The Management Board of Phu Tho Industrial Parks | Economics, Foreign Languages, Engineering - Technology |
| 7 | Thanh Thuy Onsen Fuji | Economics, Foreign Languages, Engineering - Technology, Culture - Tourism, Health |

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| 8 | FPT Software Co., Ltd. | Engineering - Technology |
| 9 | AHT Service and Industrial Development JSC. | Engineering - Technology |
| 10 | Phu Tho DTK Co., Ltd. | Economics, Engineering - Technology, Agriculture and Forestry |
| 11 | Kim Quy Co., Ltd. | Engineering - Technology |
| 12 | Viettel Phu Tho | Engineering - Technology |
| 13 | Hoang Duy Co., Ltd. | Engineering - Technology |
| 14 | MobiFone Phu Tho | Engineering - Technology, Economics |
| 15 | Viger Beer Alcohol Joint Stock Company | Engineering - Technology, Economics |
| 16 | Phu Tho Provincial Department of Education and Training | Education |
| 17 | Phu Tho Provincial Department of Culture, Sports and Tourism | Culture - Tourism |
| 18 | Song Hong Thu Do Group Joint Stock Company | Economics, Culture - Tourism |
| 19 | Vietnam Airways Skills Training Joint Stock Company | Culture - Tourism, Foreign languages |

| No. | Enterprise or organization | Discipline |
|-----|---|-------------------------------------|
| 20 | Phu Tho Tourisssm - Service - Trading Joint Stock Company | Economics, Tourism |
| 21 | Phu Tho Co.op Mart | Economics, Agriculture and Forestry |
| 22 | Mavin Livestock Joint Stock Company | Agriculture and Forestry |
| 23 | Duc Hanh BMG Group | Agriculture and Forestry |
| 24 | Vietnam High Tech Agricultural Materials Seed Joint Stock Company | Agriculture and Forestry |
| 25 | HABIOFARM Co., Ltd | Agriculture and Forestry |
| 26 | PT Vet Co., Ltd | Agriculture and Forestry |
| 27 | Hai Nguyen Joint Stock Company | Agriculture and Forestry |
| 28 | Hoa Phat Phu Tho Poultry One Member Co., Ltd. | Agriculture and Forestry |

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| 29 | Luxshare - ICT Vietnam Co., Ltd | Foreign languages |
| 30 | BaiSheng Sports Goods Co., Ltd. | Foreign languages |
| 31 | Intramedia Minh Duc Inc. (Vietnam) | Foreign languages |
| 32 | Tuyen Quang Iron Steel Co., Ltd. | Foreign languages |
| 33 | Bao Son Investment Trading and Service Export Import Co., Ltd. | Foreign languages, Culture – Tourism, Health |
| 34 | Nhat Quang Edu Group Joint Stock Company | Education |
| 35 | Green School System | Education |
| 36 | LOD Human Resource Development Joint Stock Company | Studying abroad – Labor export |
| 37 | Global Labor Supplying and Tourism Trade Joint Stock Company | Studying abroad – Labor export |

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